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Message Text

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13
ACTION NEA-05

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /013 W
---------- 023091
R 280400Z MAR 74
FM AMEMBASSY ABU DHABI
TO USDOC WASHDC PRIORITY
INFO AMRMBASSY JIDDA PRIORITY 0449
AMEMBASSY KUWAIT
AMEMBASSY BEIRUT
SECSTATE WASHDC 1412

UNCLAS ABU DHABI 0339

EO 11652: NA
TAGS: BEXP, TC
SUBJ: INTEREST IN PRE-ENGINEERED TELEVISION STUDIOS

1. TV BROADCASTING OFFICIAL VISITED COMMERCIAL SECTION MORN MAR 27 ENLIST ASSISTANCE IN OBTAINING AS SOON AS POSSIBLE INFO FROM US FIRMS ABLE PROVIDE COMPLETE PRE-ENGINEERED COLOR TV STUDIOS IN SHORT TIME. OFFICIAL STRESSED THAT TV STATION FACILITIES ALREADY OVERSTRAINED AND MUST HAVE ADDITIONAL CAPACITY SOONEST. THIS REQUEST IS NOT RPT NOT CONNECTED WITH PLANS FOR LARGE TV/RADIO COMPLEX ON WHICH EMB HAS ALREADY REPORTED ON SEVERAL OCCASIONS.

2. OFFICIAL, WHO WORKED FOUR YEARS IN TV BROADCASTING IN RIYADH, SAUDI ARABIA, SAID HE HAD WORKED IN SUCH PRE-ENGINEERED FACILITY IN RIYADH AND KNEW OF ANOTHER SIMILAR UNIT IN JIDDA. HE SAID THESE UNITS SUPERB AND HAD ALREADY GIVEN SAUDIS TEN YEARS SERVICE. OFFICIAL WISH ALL POSSIBLE INFO, MOST IMPORTANT OF WHICH IS TIME SCHEDULE FOR DELIVERY ABU DHABI AND ERECTION, AS SOON AS POSSIBLE TO ENABLE HIM MAKE PROPOSAL THAT LOCAL AUTHORITIES SOLVE IMMEDIATE PROBLEM BY PURCHASING US PRE-

ENGINEERED BUILDING.

3. ACCORDING TO AVAILABLE INFO, ABU DHABI WILL NEED UNIT INCLUDING THREE STUDIOS, OFFICES, SCREENING AND CONFERENCE ROOM,
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VIDEO TAPE AND FILM LIBRARY, MASTER CONTROL ROOM, THREE INDIVIDUAL

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CONTROL ROOMS FOR STUDIOS, RECEPTION AREA, ETC. MINIMUM EQUIPMENT WILL COMPRISE 9 RPT 9 COLOR CAMERAS, 3 RPT 3 VIDEO TAPE MACHINES, 6 RPT 6 MM MOVIE PROJECTORS, 2 RPT 2 THIRTY-FIVE MM PROJECTORS, FILM DEVELOPING LABS, ETC.

4. FOR JIDDA: WOULD APPRECIATE IT IF YOU COULD INFORM BOTH ABU DHABI AND USDOC OF NAME OF US MANUFACTURERS WHO SUPPLIED SAUDI UNITS.

5. FOR USDOC: GREATLY APPRECIATE USDOC GIVING SPECIAL HANDLING TO THIS CASE. GIVEN NATURE OF INQUIRY, US FIRMS SHOULD REPLY TO EITHER HOWELL OR LIMBERT COMMERCIAL SECTION, AMERICAN EMBASSY USING EITHER USDOC FACILITIES OF TELEX (AMEMBASSY AH229). IF TELEX IS USED, NO MENTION OF PURPOSE OF EQUIPMENT SHOULD BE MADE SINCE MUST ASSUME COMPETITION MIGHT OBTAIN MESSAGES. FIRMS SHOULD, IF POSSIBLE, PROVIDE PRICES DELIVERED TO ABU DHABI FOR (A) BASIC STRUCTURE AND (B) STRUCTURE FULLY EQUIPPED. ALTHOUGH PRICE WILL BE FACTOR, QUICK DELIVERY AND INSTALLATION IS CRUCIAL POINT. STATION WILL ACCEPT BID ON BASIC STRUCTURE, BUT WITH HUGE TV COMPLEX ALSO LOOMING AHEAD, BELIEF IT TO ADVANTAGE OF ALL THAT WE BEGIN SELLING US EQUIPMENT AS WELL. EMB URGES, THEREFORE, BIDDING ON TURNKEY PACKAGE IF POSSIBLE. COLOR TV SYSTEM IS PAL RPT PAL. FIRMS RESPONDING BY TELEX SHOULD SIMULTANEOUS AIRMAIL BROCHURES, LITERATURE, ETC TO EMB FOR TRANSMISSION TO INTERESTED PARTIES.

6. USDOC ALSO MAKE CERTAIN CONTENTS THIS CABLE BROUGHT ATTENTION APPROPRIATE PARTICIPANTS FORTHCOMING COMMUNICATIONS EQUIPMENT TRADE MISSION.
GRIFFIN

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Disposition Event:
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